



STATE OF WYOMING

066

Department
Number

2011-2012

SUPPLEMENTAL BUDGET REQUEST

WYOMING TOURISM BOARD

Department Name

The information in this budget request has been developed in accordance with the agency plan prepared according to W.S. 28-1-115 & 28-1-116 [W.S. 9-2-1011(b)(vi)]. Submitted by:

Signature Diane Shober

Name Diane Shober

Title Director

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Prepared for the 2011 State Legislature

Budget Division, Department of Administration & Information

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Department Name: WYOMING TOURISM BOARD					Department Number: 066
1	2	3	4	5	
Description	Code	2011-2012 Appropriation Budget Bill	Total Supplemental Request	Total Supp. Governor Recs	Revised Appropriation
DIVISION					
WYOMING TOURISM BOARD	0100	24,897,242	5,114,895	5,114,895	30,012,137
WELCOME CENTERS	7000	14,598,000	0	0	14,598,000
TOTAL BY DIVISION		39,495,242	5,114,895	5,114,895	44,610,137
OBJECT SERIES					
PERSONAL SERVICES	0100	3,709,672	0	0	3,709,672
SUPPORTIVE SERVICES	0200	1,428,637	0	0	1,428,637
CENT. SERV./DATA SERV.	0400	160,716	0	0	160,716
GRANTS & AID PAYMENT	0600	900,000	0	0	900,000
CAPITAL EXPENDITURES	0700	14,500,000	0	0	14,500,000
NON-OPERATING EXPENDITURES	0800	0	0	0	0
CONTRACTUAL SERVICES	0900	18,796,217	5,114,895	5,114,895	23,911,112
TOTAL BY OBJECT SERIES		39,495,242	5,114,895	5,114,895	44,610,137
SOURCES OF FUNDING					
GENERAL FUND/BRA	G	39,491,642	5,114,895	5,114,895	44,606,537
OTHER FUNDS	Z	3,600	0	0	3,600
TOTAL BY FUNDS		39,495,242	5,114,895	5,114,895	44,610,137
AUTHORIZED EMPLOYEES					
PART TIME EMPLOYEE COUNT		0	0	0	0
TOTAL AUTHORIZED EMPLOYEES		0	0	0	0

Department Name: WYOMING TOURISM BOARD

Department Number: 066

SECTION 1. DEPARTMENT STATUTORY AUTHORITY

W.S. 9-12-1001 thru 1002 Wyoming Tourism Board

W.S. 9-12-402 thru 406 Film and Video Promotion

SECTION 2. QUALITY OF LIFE RESULT

Wyoming values the unique aspects of its western heritage, providing residents and visitors expanding access to cultural, historical and recreational experiences.

Wyoming has a diverse economy that provides a livable income and ensures wage equality.

SECTION 3. CONTRIBUTION TO WYO QUALITY OF LIFE

Wyoming Travel & Tourism supports these quality of life results by promoting and facilitating increased travel to and within the state of Wyoming. A healthy tourism economy contributes to business sustainability and strengthens the industry's job and income generation capacity.

SECTION 4. BASIC FACTS

Wyoming Travel and Tourism has twenty two full-time staff positions and currently operates with a biennium budget of \$24,897,242. The funding sources for the budget are \$24,893,642 general funds and \$3,600 from non-governmental sources.

Programs include sales and marketing efforts in the following areas:

- Advertising, Web and Research
- Domestic Tourism Marketing
- Customer Service, Welcome Centers and Fulfillment
- International Tourism Marketing
- Media and Public Relations
- Film, Arts & Entertainment

SECTION 5. PERFORMANCE MEASURES

Performance Measure #1

Percent of visitor responses in relation to tourism marketing efforts.

Department Name: WYOMING TOURISM BOARD

Department Number: 066

Performance Measure #2

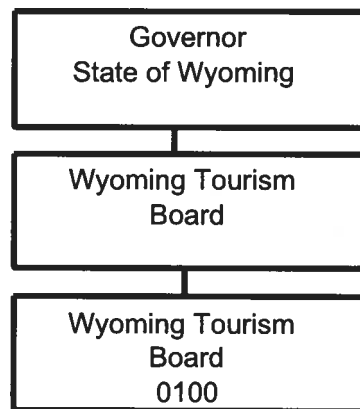
Percent of film production activities in relation to film location marketing activities.

SECTION 6. DEPARTMENT PRIORITIES

2011-2012 Supplemental Budget Request Wyoming Travel And Tourism Board (066)					
Department Priority	Division Number	Unit Number	Item Requested	Department Request	Information on Request
1	0101	0102	Increased Advertising and Ambient Marketing	\$5,000,000	Increase overall number of aware households;repeat visitation from target markets and multiple trips from adjacent markets;evolve media and programs on the international level
2	0101	0108	Digital Enhancements	\$114,895	Website Home Page Redesign and Enhanced Search Functionality
Total Budget Request for Department				\$5,114,895	
General Fund				\$5,114,895	
Federal Funds				\$0	
Other Funds				\$0	
Total Funding				\$5,114,895	

Department Name: WYOMING TOURISM BOARD

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SECTION 7. DEPARTMENT ORGANIZATION

Department Name: WYOMING TOURISM BOARD			Department Number: 066		
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1		2	3	4	5
Division	Code	2011-2012 Appropriation Budget Bill	Total Supplemental Request	Total Supp. Governor Recs	Revised Appropriation
UNIT					
WYOMING TOURISM BOARD	0101	24,897,242	5,114,895	5,114,895	30,012,137
TOTAL BY UNIT		24,897,242	5,114,895	5,114,895	30,012,137
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SUPPORTIVE SERVICES	0200	1,428,637	0	0	1,428,637
CENT. SERV./DATA SERV.	0400	160,716	0	0	160,716
GRANTS & AID PAYMENT	0600	900,000	0	0	900,000
CAPITAL EXPENDITURES	0700	0	0	0	0
NON-OPERATING EXPENDITURES	0800	0	0	0	0
CONTRACTUAL SERVICES	0900	18,698,217	5,114,895	5,114,895	23,813,112
TOTAL BY OBJECT SERIES		24,897,242	5,114,895	5,114,895	30,012,137
SOURCES OF FUNDING					
AGENCY FUND	A	3,600	0	0	3,600
GENERAL FUND/BRA	G	24,893,642	5,114,895	5,114,895	30,008,537
TOTAL BY FUNDS		24,897,242	5,114,895	5,114,895	30,012,137
AUTHORIZED EMPLOYEES					
PART TIME EMPLOYEE COUNT		0	0	0	0
TOTAL AUTHORIZED EMPLOYEES		0	0	0	0

Department Name: WYOMING TOURISM BOARD
 Division Name: WYOMING TOURISM BOARD
 Unit Name: WYOMING TOURISM BOARD

Wyoming On Line Financial Codes				
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SECTION 1. UNIT STATUTORY AUTHORITY

W.S. 9-12-1001 thru 1002 Wyoming Tourism Board
 W.S. 9-12-402 thru 406 Film and Video Promotion

SECTION 2. SUPPLEMENTAL REQUEST

1. PRIORITY #1 – INCREASED ADVERTISING & AMBIENT MARKETING

A. BASIS FOR REQUEST:

Wyoming Travel and Tourism (WTT) is the agency charged with bringing non-resident visitors to Wyoming by promoting the state as a vacation destination to both domestic and international audiences. The local tourism industry relies on WTT to create an umbrella marketing campaign, promoting Wyoming as an ideal vacation destination and positioning Wyoming against competitive brands as the destination of choice.

Aware consumers are twice as likely to visit as non-aware consumers. Effective advertising and outreach efforts create brand awareness. Once deployed, potential visitors respond to marketing campaigns and are driven to explore Wyoming vacation planning information through the website, call center and publications (inquiries). As WTT's advertising and outreach efforts increase, so has the volume of inquiries as a result of those efforts. An increase in inquiries is a direct result of increased awareness which is a result of increased and consistent messaging in the marketplace. While advertising and outreach grew by 132% from FY04 to FY09, during that same time inquiries grew by four times that much. One should note that the shift in the national economy in 2008 clearly affected consumers' confidence but 2009 showed a shift back to a more positive direction as is evidenced by the number of inquiries returning to levels on par with 2007.

Awareness about a destination leads to inquiries and in turn, inquiries lead to actual visits. Actual visits are measured in overnights (i.e., 10 overnights could be measured as one visitor staying for 10 nights, or 10 visitors staying for one night) which generates direct travel-generated sales on such things as shopping, accommodations, gasoline and fuel, food, entertainment and recreation, just to name a few. Increasing the number of visitors and/or extending their length of stay are both growth factors in a healthy, sustainable tourism economy.

Fortunately, even during these tough economic times Wyoming's tourism marketing program has performed well. Because of the commitment to the continued, and at times enhanced, funding for the tourism marketing program, Wyoming has not lost market share like other competing destinations. In fact, by seizing the opportunity to broaden the Wyoming footprint, tourism continues to be a steady growth economy for Wyoming.

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The success of the WTT marketing program over the past number of years is grounded in a clear understanding of what drives visitation to the state. The marketing program is rigorously researched and monitored. Specific metrics that drive business are continually tracked and reported. These performance metrics include

1. building the number of aware households in markets where there is most interest in Wyoming as a vacation destination;
2. continually increasing the number of people who either request more information about the state and/or visit www.wyomingtourism.org; and
3. increasing the rate at which people from these target markets actually visit Wyoming (conversion rate);
4. all with the overall goal of increasing visitor expenditures in Wyoming.

Bottom line, the number of aware households has grown from 5.75 million in 2006 to 14.6 million in 2009, with awareness levels remain extremely strong at 68%. Further, the number of people in 2010 requesting information about planning a Wyoming vacation is up nearly 20% over 2009; and the rate at which these people convert to visitors significantly increased from 54% in 2006 to 64.3% in 2009. Without question, increases in media spending have driven these results, from \$3.2 million in 2006 to \$5.1 million in 2009. And, the promotion efforts have not only been effective, but very efficient, with the cost to create an aware household dropping from \$.87 in 2006 to only \$.51 in 2009.

In order to effectively manage the tourism marketing budget, WTT strategically installs advertising campaigns specific to seasons and specific to markets. The summer season offers the greatest potential to engage with the traveling public and significantly grow Wyoming's tourism economy. Summer advertising efforts are further segmented by geographic parameters that correlate to the planning cycle. Long-haul markets are located an average of 300 miles or more away with a planning cycle of two to three months or more. Traditionally, these campaigns run in the late spring and represent about 80 % of the summer advertising budget. Regional/adjacent markets are nearby and have a much shorter planning cycle of 30 days or less. These campaigns run Memorial Day thru early August and represent approximately 20% of the summer advertising budget.

The availability of winter product is limited and therefore, the winter marketing campaign is proportionate to the volume of available travel opportunities, consuming approximately 10% of the overall advertising budget.

A great deal of effort goes into market selection. While some advertising efforts have a national reach, such as print ads in national magazines or certain online placement, most of the WTT media buy is geo-targeted, or specifically placed in a market that shows the highest propensity to perform – meaning deliver visitors to Wyoming.

In 2006, utilizing the Brand Development Index (BDI) model, WTT began monitoring markets by tracking the number of Visitor Guide orders per capita throughout all two hundred eleven designated marketing areas (DMA) nationally. In 2008, WTT began to include web visits as part of the BDI analysis, further deepening the understanding of market performance. The higher the BDI in a given market, the greater the awareness in that market. This measure provides an indication of when new markets are ripe for development or when markets mature, thus driving the decision to allocate or shift funds throughout markets.

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Other market indicators have also been established over the years:

-Consumers who order a Visitor Guide actually visit the state. The conversion rate for those who requested a Visitor Guides jumped to 64.3% in 2009 up from 54.0% in 2006.

-Television has proven to be the most powerful method to drive inquiry. When TV flights are running, both web traffic and guide orders far surpass periods when television commercials are not running. However, running TV commercials is expensive so targeting the most responsive market is key.

-Response is optimized when DMAs with larger numbers of households are targeted.

-National exposure enables the development of markets naturally. As people across the country are exposed to Wyoming messages, they inquire in some way (request a guide, visit the website, etc.). These developing DMAs are monitored and that activity is used as a way to assist in deepening marketing efforts and/or expanding the TV campaign into new markets.

In the current economic climate, there are two major goals – to increase the number of visitors to the state and to create programs that will extend the length of stay. Increases in the number of visitors and in length of stay are designed to counteract decreases in per party expenditures that are being experienced here in Wyoming and across the country. Wyoming must continue to be aggressive in the marketplace, seizing every opportunity to deepen existing markets and to expand into new markets. WTT must strategically utilize all channels including traditional media, online media, ambient marketing, public relations and event promotion to accomplish these goals.

(Ambient marketing is the name given to a new breed of out-of-home products and services determined by some as non-traditional or alternative media. Examples might include messages on soft drinks cans, wraps on city busses and commuter rail cars or luggage carousels at an airport. It also includes such techniques as projecting huge images on the sides of buildings, or slogans or images overlaid on an escalator.)

Objective I – Deepen efforts (weight and length of campaign) in larger, existing markets particularly Chicago, but also including St. Louis, Kansas City and Oklahoma City all of which are good sources of first-time visitation. Budget allocations dictate the length of advertising campaigns. While current long haul market campaigns may be spread over a 2-3 month period, the television messaging is presented on an intermittent schedule, such as 2 weeks on, 1 week off, 1 week on and so on. Deepening the campaign efforts adds continuity to the Wyoming message, exponentially increasing the frequency and reach of the message, keeping the Wyoming message in the forefront of the minds of the consumer.

-Increase the amount and length of TV schedules by 2-3 weeks, increasing the marketing presence by as much as 50%.

-Use market-specific public relations, events and promotions to kick off the planning season in select markets. Utilizing high profile, highly visible locations within each market, feature Wyoming's New Traveling Road Show highlighting Wyoming's iconic destinations, events and attractions including Cheyenne Frontier Days, Yellowstone and Grand Teton National Parks, Devils Tower National Monument, the Buffalo Bill Historical Center and Jackson Hole.

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Introducing and engaging the consumer with the product in-market will provide lift to the advertising message and provides a tangible interaction with the Wyoming product. This further enhances their desire to visit and also increases the likelihood that they will proactively respond to the marketing efforts.

-Use ambient media, might include public transit, billboards, wallsapes, etc., to keep the Wyoming message consistently visible throughout the media campaign (approximately 3 months) and to add a tangible in-market presence.

-Partner with companies with multi-locations whose business category is compatible with a Wyoming vacation experience such as Taco John's, Cabela's, Bass Pro Shops, and others, to create in-market promotions to gain exposure and interest in Wyoming.

-Utilizing Vocus (a traditional and social media tracking software), enlist influential bloggers and past inquirers/visitors from these key markets to post/blog and advocate for Wyoming.

Total \$1.2 million

Objective II – Increase overall repeat visitation from regional markets and multiple trips from adjacent markets (primarily Denver and Salt Lake City). Shorten the present visitation cycle of approximately once every five years to once every one to two years. Markets within close proximity to Wyoming and with a high degree of repeat visitors require a modified strategy for growth. As a rule, consumers in these markets are well aware of Wyoming and most have visited the more well-known tourism destinations or have a favorite destination they repeatedly visit. In order to distribute visitation more broadly throughout the state, communication must go beyond traditional advertising efforts. Strategies for "engagement" are necessary, including event promotion and enhanced messaging about other tourism assets throughout the state. Campaign messaging must evolve to speak more directly to the specificities of these consumers.

-Expand research and analysis of the existing database of past visitors to provide more in-depth consumer information such as frequency of travel, demographics, income profiles, lifestyle preferences.

-Using database analysis findings create targeted direct mail and email campaigns to send more personal preference invitations to visit Wyoming again.

-Continue to evolve the Road Trip Wyoming campaign into Denver/Salt Lake City and other adjacent markets by creating advertising that reflects the findings of the consumer preferences in the database analysis research. Expand the visibility of feature events, activities and destinations throughout Wyoming that are the "lesser known" or "off the beaten path."

-Fully engage all relevant social channels and capitalize on the growing use of mobile messaging to provide visitors with real-time tools to access necessary information about Wyoming while planning or during vacations. Utilize existing applications and evaluate the development of a destination specific mobile application.

-Utilize the database analysis findings to identify who can be developed into "ambassadors" for the state. Use these ambassadors to communicate about Wyoming via forums and review sites, blogs, fan sites and testimonial, growing the Wyoming message through the ever important User-Generate-Content.

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Total \$675,000

Objective III - Expand into new markets that have shown to be the highest potential for Wyoming's efforts specifically, Seattle/Tacoma and Dallas/Ft. Worth. Taking all market performance measures into consideration, five markets of potential index well for emphasis in the future, including television campaigns for the first time. Of these five markets, two stand out as having the highest propensity to perform – or deliver visitors to Wyoming. These two markets are Seattle/Tacoma and Dallas/Ft. Worth. Adding new markets expands the Wyoming message and increases the potential to grow market share.

Yes, there are challenges with sustaining new market development when only supported by a one-time appropriation. Due to national advertising efforts, these two selected markets have already begun to perform well. The one-time spike in use of television will accelerate immediate growth and the ensuing results will be evaluated against other markets of similar size and nature. Using the BDI model of market performance, efforts to continue to support these DMAs may present several options; data to support a request for an ongoing budget allocation at some future time so as to maximize the market(s), or data to suggest a reallocation of the current budget to sustain some level of market activity. At a minimum, current levels of media activity will remain from national media buys in print, targeted co-op newspaper inserts and online efforts and one or both of these markets would remain markets of opportunity.

-Create multi-media campaigns in these two new markets by using the successful launch model used in other markets (Chicago) which will lead with 8 weeks/ market of TV advertising, out-of home including 10-14 billboards/market and 1 premiere wallscape/market. This will result in a 75%-85% reach into each market over a three-month campaign period.

-Use market-specific public relations, events and promotions to kick off the planning season in these two markets. Utilizing high profile, highly visible locations within each market, feature Wyoming's New Traveling Road Show highlighting Wyoming's iconic destinations, events and attractions including Cheyenne Frontier Days, Yellowstone and Grand Teton National Parks, Devils Tower National Monument, the Buffalo Bill Historical Center and Jackson Hole. Introducing and engaging the consumer with the product in-market will provide lift to the advertising message and provides a tangible interaction with the Wyoming product, further enhancing the desire to visit.

-Partner with companies with multi-locations whose business category is compatible with a Wyoming vacation experience such as Cabela's, Bass Pro Shops, REI/REI Adventures, Austin-Lehman Adventures and others, to create in-market promotions to gain exposure and interest in Wyoming.

Total \$3 million

Objective IV – Take advantage of evolving media and programming on the international level to raise the awareness of Wyoming as a travel destination in the United Kingdom (UK) and throughout Europe. With the recent passage of the Travel Promotion Act, which for the first time creates a mechanism to fund a global marketing campaign promoting the United States as a leisure destination, international travel development presents new opportunities for states and other destinations. In addition to a reinforced global effort, the UK is a market where Wyoming has long enjoyed lucrative relationships with wholesalers and operators (travel trade). As an English speaking country, the UK also presents opportunities to engage in direct-to-consumer marketing efforts. Create a social media promotion tied to Travel Channel UK programming.

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-Audit and engage social channels to create discussion and interest about Wyoming by establishing a network of contacts in the UK. Engage contacts to advocate for the state including business-to-business efforts that will enhance awareness about Wyoming with the UK travel trade using a social media toolkit that will tap Facebook, Twitter, Flickr and YouTube Channels and will feature Wyoming itineraries and popular destinations.

-Through this effort, reach out to social media influencers and bloggers, engaging them in a Wyoming based conversation and educating them about Wyoming as a vacation destination. Once identified and a relationship established, conduct a social influencer/blogger FAM tour in Wyoming (familiarization tour; Wyoming hosts a select group of these individuals providing first-hand familiarity with the product). Experience has proven that FAM tours are an effective means to increase the probability of future stories, blogs, posts, product endorsements, etc.

-In conjunction with the social media promotion, work with Travel Channel UK to develop targeted advertising, sweepstakes vacation giveaways, and Wyoming-specific programming. This consumer-facing effort will include running commercials and a sweepstakes on Travel Channel UK's affluent European network that reaches over 100 million households in the UK and Europe.

Total \$125,000

B REQUEST BY OBJECT CODE, FUNDING AMOUNT & FUND SOURCE:

1.	0901	Objective I-Deepen efforts	\$1,200,000	100%	General	Fund
2.	0901	Objective II-Regional markets	675,000	100%	General	Fund
3.	0901	Objective III-New Markets	3,000,000	100%	General	Fund
4.	0901	Objective IV-International	<u>125,000</u>	100%	General	Fund
Total			\$5,000,000	100%	General	Fund

C PERFORMANCE JUSTIFICATION:

Increased Advertising and Ambient Marketing efforts will improve performance by enhancing frequency and reach in the distribution of the Wyoming message. Years of strategic research have provided more in-depth information about market-by-market differences and the opportunities that lie within each. Wyoming Travel & Tourism can more confidently than ever create marketing programs that will increase visitation and positively affect the economic return of the tourism industry.

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Creating awareness, increasing inquiry, conversion, frequency of visitation, length of stays and expenditures from visitors in key markets is critical to the growth of Wyoming's tourism industry. Established Return On Investment (ROI) benchmarks from Wyoming's three key inquiry market types provide ways in which measure, monitor and direct these factors to assure performance and accountability.

As many states face a decline in traditional industries, they are looking to tourism to provide economic relief and stability and are investing accordingly. In order to sustain and grow competitive position, Wyoming Travel & Tourism must be a leader in the region in terms of resources available to support its marketing programs.

Additional advertising and ambient marketing efforts will positively affect the number of overnights, dollars per overnight and the travel-generated sales as noted in performance measure #1.

GOVERNOR'S RECOMMENDATION

The Governor recommends approval of the supplemental request as submitted. This amount will not be biennialized.

PRIORITY #2 – DIGITAL ENHANCEMENTS

A BASIS FOR REQUEST:

Travel planning and purchases are the largest industries on the internet. The entire digital landscape offers the broadest and most comprehensive marketing platform available to reach millions of consumers every day.

-Home page Redesign – Refresh the creative look and feel of wyomingtourism.org. New creative is being developed for all media advertising and the look and feel of the consumer website should reflect the same elements of the brand. The original site was launched in February of 2009. The newly designed front end would launch in early 2012 prior to the summer marketing campaign launch.

-Enhanced Search Functionality – Add three fundamental elements to the search function currently embedded in wyomingtourism.org to more closely align the wyomingtourism.org website search functions with standard search results widely used throughout the internet i.e. Google, Bing. These would include Best Matching Search Feature - enhance the search features on the wyomingtourism.org website so that users can have a "best match" or "most like" return based on the search terms they enter; Suggestion Search Feature – when a user starts typing in the search box, a list of suggested keywords are returned to help guide the user to relevant content; Enhanced Search Sort & Filter Feature – sort search results by relevance, popularity or alpha or enter a location (address or zip) for a relevant search return.

In essence, the overall digital marketing goal is to increase the website visibility, to reach more consumers, and to be more influential towards them choosing Wyoming as a vacation destination (conversion). Increased traffic to the website also provides an authoritative marketing platform in which to present Wyoming destinations and businesses to the traveling public.

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B REQUEST BY OBJECT CODE, FUNDING AMOUNT & FUND SOURCE:

1.	0901	Home Page Redesign	\$95,000	100%	General	Fund
2.	0901	Enhanced Search Functionality	<u>19,895</u>	100%	General	Fund
Total			\$114,895			

C PERFORMANCE JUSTIFICATION:

The digital enhancement efforts will improve performance by ensuring the highest return on every ad dollar spent by: readying the site to immediately engage the consumer and more quickly and directly steer the consumer to the information for which they are searching. Easily accessible information is critical in the planning stage. If this step in the vacation booking process is successfully accomplished, then the next phase of traveling will positively affect the number of overnights, dollars per overnight and the travel-generated sales as noted in performance measure #1.

GOVERNOR'S RECOMMENDATION

The Governor recommends approval of the supplemental request as submitted. This amount will not be biennialized.

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Division Name: WYOMING TOURISM BOARD		DEPT	DIVISION	UNIT	FUND
Unit Name: WYOMING TOURISM BOARD		066	0100	0101	001
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Description	Code	2011-2012 Appropriation Budget Bill	Total Supplemental Request	Total Supp. Governor Recs	Revised Appropriation
EXPENDITURES					
SALARIES CLASSIFIED	0103	2,501,206	0	0	2,501,206
SALARIES OTHER	0104	202,500	0	0	202,500
EMPLOYER PD BENEFITS	0105	990,155	0	0	990,155
RETIRES INSURANCE	0197	15,811	0	0	15,811
EXTERNAL COST ADJ - SALARIES	0198	0	0	0	0
EXTERNAL COST ADJ - BENEFIT	0199	0	0	0	0
PERSONAL SERVICES	0100	3,709,672	0	0	3,709,672
REAL PROPTY REP & MT	0201	306,640	0	0	306,640
EQUIPMENT REP & MNTC	0202	6,600	0	0	6,600
UTILITIES	0203	6,575	0	0	6,575
COMMUNICATION	0204	177,089	0	0	177,089
DUES-LICENSES-REGIST	0207	81,031	0	0	81,031
ADVERTISING-PROMOT	0208	142,336	0	0	142,336
MISCELLANEOUS	0210	8,095	0	0	8,095
TRAVEL IN STATE	0221	147,131	0	0	147,131
TRAVEL OUT OF STATE	0222	164,245	0	0	164,245
PERMANENTLY ASSIGNED VEHICLES	0223	47,406	0	0	47,406
BD/COMM TRAVEL REIMBURSEME	0227	38,496	0	0	38,496
SUPPLIES	0230	35,000	0	0	35,000
OFFICE SUPPL-PRINTNG	0231	242,568	0	0	242,568
MEDICAL-LAB SUPPLIES	0235	0	0	0	0
EDUCA-RECREATNL SUPP	0236	0	0	0	0
SOFT GOODS&HOUSEKPNG	0237	0	0	0	0
DP REPRODUCT OTH EQ	0242	0	0	0	0
EDUCATION-RECRE-TECH	0246	0	0	0	0
REAL PROPERTY RENTAL	0251	0	0	0	0
EQUIPMENT RENTAL	0252	25,425	0	0	25,425
SUPPORTIVE SERVICES	0200	1,428,637	0	0	1,428,637
TELECOMMUNICATIONS	0420	160,716	0	0	160,716
CENT. SERV./DATA SERV.	0400	160,716	0	0	160,716
GRANT PAYMENTS	0626	900,000	0	0	900,000
GRANTS & AID PAYMENT	0600	900,000	0	0	900,000
CAPITAL OUTLAY	0701	0	0	0	0
CAPITAL EXPENDITURES	0700	0	0	0	0
FUND SHIFT - FISCAL	0881	0	0	0	0
NON-OPERATING EXPENDITURES	0800	0	0	0	0
PROFESSIONAL FEES	0901	18,698,217	5,114,895	5,114,895	23,813,112
SPECIAL PROJ & SVCS	0903	0	0	0	0
CONTRACTUAL SERVICES	0900	18,698,217	5,114,895	5,114,895	23,813,112

Department Name: WYOMING TOURISM BOARD Division Name: WYOMING TOURISM BOARD Unit Name: WYOMING TOURISM BOARD		Wyoming On Line Financial Codes			
		DEPT	DIVISION	UNIT	FUND
		066	0100	0101	001
					APPR
					101
1 Description	Code	2 2011-2012 Appropriation Budget Bill	3 Total Supplemental Request	4 Total Supp. Governor Recs	5 Revised Appropriation
EXPENDITURE TOTALS		24,897,242	5,114,895	5,114,895	30,012,137
SOURCE OF FUNDING					
CURRENT YEAR RECOVERIES	9102A	3,600	0	0	3,600
AGENCY FUND	A	3,600	0	0	3,600
GENERAL FUND	1001	24,893,642	5,114,895	5,114,895	30,008,537
GENERAL FUND/BRA	G	24,893,642	5,114,895	5,114,895	30,008,537
TOTAL FUNDING		24,897,242	5,114,895	5,114,895	30,012,137
AUTHORIZED EMPLOYEES					
PART TIME EMPLOYEE COUNT		0	0	0	0
TOTAL AUTHORIZED EMPLOYEES		0	0	0	0

